

POPULATION TOTAL	1990 CENSUS	2000 CENSUS	2003 ESTIMATED	2008 PROJECTED
CONNECTICUT	3,287,116	3,405,565	3,478,428	3,600,527
MEDIAN AGE (YRS)		37.4	38.3	39.5
NEW LONDON, CT	254,957	259,088	264,335	272,967
MEDIAN AGE (YRS)		37.0	38.1	39.6
HISPANICS (ANY RACE)		13,236	14,362	16,081
STATE'S PERCENTAGE		5.11%	5.43%	5.89%

POPULATION BY RACE	2000 CENSUS	2003 ESTIMATED	2008 PROJECTED
WHITE	225,406	228,128	233,104
MSA'S PERCENTAGE	87.00	88.05	89.97
MEDIAN AGE (YRS)	38.4	39.6	41.6
BLACK/AFRICAN-AMERICAN	13,703	14,681	15,624
MSA'S PERCENTAGE	5.29	5.67	6.03
MEDIAN AGE (YRS)	29.4	30.6	31.3
AMERICAN INDIAN/NATIVE	2,487	2,821	3,297
MSA'S PERCENTAGE	0.96	1.09	1.27
MEDIAN AGE (YRS)	27.9	28.1	28.0
ASIAN	5,075	5,547	6,395
MSA'S PERCENTAGE	1.96	2.14	2.47
MEDIAN AGE (YRS)	33.0	33.9	35.8
HAWAII/PACIFIC ISLANDER	151	156	160
MSA'S PERCENTAGE	0.06	0.06	0.06
MEDIAN AGE (YRS)	25.7	26.9	27.2
OTHER	5,319	5,713	6,326
MSA'S PERCENTAGE	2.05	2.21	2.44
MEDIAN AGE (YRS)	24.5	25.3	25.6

POPULATION BY LOCALITY	2003 ESTIMATED	2008 PROJECTED
URBAN	27,353	27,681
SUBURBAN	211,946	219,017
RURAL	25,036	26,269

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INCOME	2003 ESTIMATED	2008 PROJECTED	
HOUSEHOLD MEDIAN	\$55,912	-----	
PER CAPITA	\$27,562	-----	
EXPENDITURES	2003 ESTIMATED	2008 PROJECTED	% CHANGE
TOTAL EXPENDITURES	\$4,527,028,000	\$5,775,284,000	27.57%
FOOD AT HOME TOTAL	\$525,832,900	\$605,293,200	15.11%
FOOD AWAY FROM HOME TOTAL	\$459,753,600	\$579,278,900	26.00%
FOOD AS % OF TOTAL EXPENDITURES	21.77%	20.51%	-----
FOOD AT HOME	2003 ESTIMATED	2008 PROJECTED	% CHANGE
MEATS (ALL TYPES)	\$103,865,700	\$120,757,700	16.26%
FISH & SEAFOOD PRODUCTS	\$9,537,600	\$11,082,600	16.20%
FRUITS & VEGETABLES	\$58,386,800	\$66,459,900	13.83%
DAIRY PRODUCTS	\$59,981,100	\$68,799,100	14.70%
BAKERY PRODUCTS	\$60,829,300	\$67,939,300	11.69%
CEREALS & PRODUCTS	\$29,664,900	\$34,701,700	16.98%
PREPARED FOODS	\$79,018,500	\$91,708,400	16.06%
JUICES	\$15,649,400	\$17,886,800	14.30%
FOOD AWAY FROM HOME	2003 ESTIMATED	2008 PROJECTED	% CHANGE
BREAKFAST & BRUNCH	\$30,486,500	\$42,451,400	39.25%
FAST FOOD	\$13,010,500	\$17,491,800	34.44%
FULL SERVICE	\$17,476,000	\$24,959,700	42.82%
LUNCH	\$112,440,800	\$140,727,300	25.16%
FAST FOOD	\$67,027,700	\$81,551,300	21.67%
FULL SERVICE	\$45,413,100	\$59,176,000	30.31%
DINNER	\$165,191,900	\$212,696,600	28.76%
FAST FOOD	\$64,454,000	\$78,797,500	22.25%
FULL SERVICE	\$100,738,000	\$133,899,000	32.92%

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FOOD AT HOME EXPENDITURES	2003 ESTIMATED	2008 PROJECTED	% CHANGE
MEATS			
MEATS (ALL TYPES)	\$1,005	\$1,104	9.85%
POULTRY	\$314	\$346	10.19%
EGGS	\$46	\$49	6.52%
FISH & SEAFOOD			
FRESH	\$44	\$48	9.09%
FROZEN	\$29	\$34	17.24%
CANNED	\$19	\$19	0.00%
FRUITS / VEGETABLES			
FRESH	\$394	\$427	8.38%
CANNED	\$83	\$93	12.05%
FROZEN	\$67	\$68	1.49%
OTHER	\$20	\$19	-5.00%
DAIRY PRODUCTS			
FRESH MILK & CREAM	\$177	\$189	6.78%
CHEESE	\$160	\$165	3.13%
ICE CREAM	\$94	\$102	8.51%
BUTTER / MARGARINE	\$52	\$62	19.23%
BAKERY PRODUCTS			
BREAD & PRODUCTS	\$466	\$493	5.79%
COOKIES	\$84	\$87	3.57%
CRACKERS	\$39	\$41	5.13%
CEREALS & PRODUCTS			
CEREALS	\$171	\$180	5.26%
PASTA PRODUCTS	\$55	\$63	14.55%
FLOUR & MIXES	\$41	\$48	17.07%
RICE	\$21	\$25	19.05%
PREPARED FOODS			
SNACKS/CHIPS	\$129	\$149	15.50%
JUICES	\$151	\$164	8.61%
FROZEN/PREP. OTHER	\$88	\$102	15.91%
SOUPS	\$67	\$78	16.42%
SAUCES & GRAVIES	\$68	\$67	-1.47%
BABY FOOD	\$46	\$49	6.52%
FROZEN MEALS	\$34	\$38	11.76%
NUTS	\$35	\$37	5.71%
SALADS	\$27	\$32	18.52%

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